

With **UNITED**



ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES



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A PREVIEW OF 1933

Regardless of what economic changes the new year brings, one thing is sure:

The public will continue to spend its money
for good pictures that are vigorously adver-
tised and shrewdly merchandised.

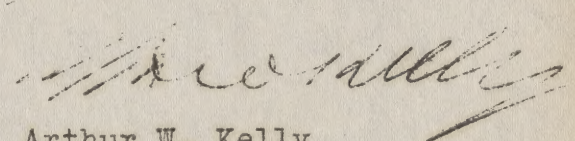
The only way to insure for United Artists and for yourselves a happy, prosperous new year - the only way to realize the full revenue possibilities of the giant attractions you will get in the next twelve months is to concentrate on each one individually every ounce of ability and energy and resourcefulness that you can possibly muster.

Let every foreign legionnaire adopt as his personal creed for the coming year the slogan:

IT'S UP TO ME IN '33

1933 will be what you make it!

This is the time of year when thoughts of "peace on earth, good will toward men" are uppermost in the hearts of all mankind. So I send you the season's greetings, with the fervent wish that this will be for you and yours the Merriest Christmas and the Happiest New Year you have ever known.


Arthur W. Kelly
Vice-President & Treasurer

MR. KELLY OFF TO EUROPE

By the time this issue reaches our European readers, Arthur W. Kelly, vice-president and treasurer of United Artists, and general manager of the foreign department, will be right in their midst. He sailed December 14 for important conferences with our foreign production and distribution executives regarding the new season's line-up of product. In his tour of inspection, Mr. Kelly will be particularly interested in observing the efforts being made by the Continental offices in merchandising United Artists pictures. He expects to be gone about two months. Mr. Kelly's New Year's message to the Foreign Legion will appear in next week's issue. It is entitled:

1933 Wears A Showman's Hat!

U.A.'s FIRST B. & D. FILM

GOES INTO PRODUCTION

British and Dominions announce that final preparations are being made for the filming of the first B&D picture to be released exclusively by United Artists under the new contract that goes into effect January 1. This will be "A Cup of Kindness," based upon the famous Aldwych farce by Ben Travers, which may be described as an epic of the suburbs. The leading roles will be played by Ralph Lynn and Tom Walls. The latter will also direct the production, from screen adaptation by Mr. Travers.

FAIRBANKS HOMEWARD BOUND

Due to unfavorable conditions in China, Douglas Fairbanks has abandoned his proposed hunting trip in Manchuria, and is returning home. He will be back in Hollywood in time to spend Christmas with Mary Pickford. Both our Paris and London offices were very much on the job when Doug visited those cities just before he sailed on December 12. A raft of newspaper clippings at hand proves that U.A.'s Continental go-getters saw to it that his stay in those cities received the front-page publicity splurge he deserved. In Paris, his visit was a particularly timely one because it was coincident with the release of "Mr. Robinson Crusoe."

Say it.....IT'S UP TO ME IN '33!.....Mean it

JOLSON PICTURE REMAINS

"HALLELUJAH, I'M A BUM"

New Dialogue Technique Marks Revolutionary

Advance in Film Production

Acceding to requests of hundreds of exhibitors throughout the United States, who were asked to express their opinions upon the title, United Artists has decided to release the new Al Jolson picture as "Hallelujah, I'm a Bum." Incidentally, this has been Jolson's favorite title from the beginning. For foreign distribution in English speaking territories, the word "bum", which may be objectionable to the censors, will be eliminated from the main title and the song, and will be called "Hallelujah, I'm a Tramp".

The film, which will be released as a Lewis Milestone production, with full directorial credit to Milestone, marks a radical departure in talking pictures and is confidently expected to revolutionize screen production in the future. In connection with this new technique, "Film Daily" in its issue of December 13, commented as follows:

"Seeing that Al Jolson gave the world its first talking and singing pix...It is eminently fitting that he should be the first to spring a brand new style of technique at this time.. when producers are frantically and eagerly trying to uncover something new and unique....

"In his latest screen offering..."Hallelujah, I'm a Bum," he presents a picture that contains more than 80 per cent of what might be called "musical conversation"...or "rhythmic dialogue"...meaning that Mister Jolson sings most of the conversation right through the screenario. The straight dialogue represents less than 20 per cent of the footage... the rhythmic tempo of the biggest proportion of the film is touted to give the picture a snap and pace that makes it fairly race along....

"The idea was originated by Rodgers & Hart who first experimented with it in "Love Me Tonight," in which they had a five-minute sequence on this order...they enlarged upon it in "The Phantom President" and the reaction was so favorable that they have gone the limit in the present Jolson rhythmic chatter cinema...Here is one of the Rodgers & Hart lyrics that gives you an idea how the new technique works out..."There's only one statue I know you'll agree...A dame with a torch keeping watch o'er the sea...The smell of the Bronx is perfume to me...I gotta get back to New York." ... and if this Jolson experiment clicks watch the mad scramble to fall in line by all the studios."

MORE ACADEMY WINNERS!

A few issues back we informed you that Walt Disney had been awarded first prize in the short subjects field by the Academy of Motion Picture Arts and Sciences for his first Silly Symphony in color, "Flowers and Trees." We were advised later that he also received a special award for creating the character of Mickey Mouse. At the same time Helen Hayes received the premier acting award, and Frank Borzage the directorial award. Miss Hayes is Ronald Colman's leading lady in "Arrowsmith," so if any territory has still to play this picture, the award offers another strong advertising point. Borzage is now directing Mary Pickford in "Secrets," so you can capitalize on him as well.

"SANTA'S WORK SHOP" HAILED

AS PERFECT ENTERTAINMENT

December 8 issue of "Film Daily," one of the most influential of the motion picture trade papers, pays a first page tribute by Jack Alicoate, editor and publisher, to Walt Disney and his "Santa's Work Shop," a Silly Symphony in Technicolor. Here's what Mr. Alicoate says:

"Hoopla! We are five years younger. Sure, business is terrible but what do we care? To hell with the depression! Our outlook on life is completely changed, and all because we have just seen old Santa Claus himself, brought to the screen as only that old maestro Walt Disney can present 'im, and as full of fun, good cheer and happiness as a Xmas morning on the old southern plantation of Colonel Alicoate with all the kids blowing horns at the same time. Here is a gem of a Christmas short. Beyond doubt the finest we have ever seen. It is called 'Santa's Work Shop' and will be devoured by every kid from seven to seventy. Any mile of film that gets us to eat spinach and wash behind our ears must be pretty good. Good - hell! Here's a bundle of Christmas spirit that's perfect."

4 As!

In the January issue of Screen Play, important American fan magazine, "The Kid from Spain" and "Cynara" are given A A A A rating, the highest possible commendation a picture can receive.

WARNING ON "THE KID FROM SPAIN"

You have been advised in letters from Home Office and in publicity material appearing in this bulletin that Samuel Goldwyn spent one million dollars in producing "The Kid From Spain." This is the absolute truth. In fact, a check-up of the cost sheets would show that the film ran over the million-dollar mark. We gave you the information because we wanted you to know that in this Cantor picture you had a truly BIG, EX-PENSIVE production to sell. But we caution you not to advertise it to the public as "a million dollar picture." Say that despite the depression Mr. Goldwyn spared no expense, etc., etc., but don't quote figures. In the past, publicity mentioning costs of production or salaries of stars has been used by foreign governments as an excuse for imposing heavy import duties and taxes on American pictures. Besides, the phrase, "million dollar picture" has been so sadly abused and misused that the public no longer believes it, even though, as in this instance, it happens to be true.

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BULL-IEVE IT OR NOT!

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After having made "The Kid From Spain," Samuel Goldwyn is interested in starting a wave of bullfighting pictures. The reason: he has five valuable, pedigreed black Miura bulls. They are too valuable to slaughter. The restrictions under which they were brought into the country from Mexico are such that they can't be sold for breeding. The tons of corn stalks brought from Mexico as their special fodder runs into money. The only thing the bulls are good for is bullfighting. And the only bullfight in the country is that in "The Kid From Spain." Mr. Goldwyn thinks someone should do something about the bulls. He offered them as a Christmas present to Eddie Cantor. Mr. Cantor hasn't answered, yet.

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A BOX OFFICE NATURAL!

In New York, the Roxy Theatre has booked "Santa's Work Shop" for two weeks, with opposition circuit houses playing day and date. Also, in many instances the theatres are paying increased rentals for all the Disney holiday subjects, including "Babes in the Woods" and "Mickey's Good Deed."

HANNA TO REPRESENT

FAIRBANKS IN EUROPE

Mark Hanna, for many years a member of Paramount's foreign department, and who represented that company in India and China, has been appointed special representative for the Douglas Fairbanks company in Continental Europe, with particular reference to the marketing of "Mr. Robinson Crusoe". He will make his headquarters in Paris, where he will work in cooperation with Guy Croswell Smith, U.A.'s general manager. Mr. Hanna's appointment is the result of a meeting with Doug in Shanghai last Fall. A keen judge of pictures and a thorough showman, Mr. Hanna is certain to render yeoman service in Europe. We wish him a full measure of success!

HALLIBURTON STARRED IN "JADE"

Walter Futter, producer of "Africa Speaks", last season's sensation, announces that he has had Richard Halliburton, internationally famed author-adventurer, under contract for more than two years and that he is now putting the finishing touches on a picture in which Halliburton will be starred. The picture, which was photographed in India, China and Thibet, is entitled "Jade" and will be released by United Artists. "Jade" is not a travel picture, as such, but an adventure-romance laid in hitherto inaccessible Thibet. The story revolves around a beautiful white goddess and a young explorer who defy death to invade sacred temples and other mysterious recesses never before seen by white man. It also includes some of the most thrilling wild animal scenes ever brought to the screen. At present, Halliburton, who is the author of "The Royal Road to Romance", "Glorious Adventure" and "Flying Carpet," is aiding in editing and cutting "Jade" and making added close-ups to complete the continuity.

MEXICO EXPLOITS "SCARFACE"

WITH FAKE FILM STUNT

Having decided to put "Scarface" over with a literal bang, George Kallman, manager in Mexico, first obtained permission from the police department. Then he pulled his stunt. On the busiest streets near the theatres playing the picture, he set up a fake film production unit - director, cameraman, cast, etc. With hundreds of people watching, the cast staged a gangster fight, using blank cartridges. The final make-believe scene took place on the roof of a low building, and by that time the crowd was breathless with excitement. At that psychological moment, a huge banner was dropped from the roof of the building announcing the showing of "Scarface" at the local theatre. Okay, Mr. Kallman, now we know what a sure-fire-stunt is!

EXPLOITATION ECHOES!

Evidence continues to pour into the Home Office that tells an eloquent story of the aggressive publicity activities of our Foreign Legion....On all fronts the slogan seems to be: let's go....full steam ahead....Australia introduces the new U.A. lineup with a smashing, colorful double-page tradepaper ad on "Rain," "Cynara," "Mr. Robinson Crusoe," "The Kid from Spain" and "Perfect Understanding" that fairly shrieks box office....Okay, Mr. Doyle....Great Britain announces trade showings of the new Mickey Mouse and Silly Symphonies with a knockout two-page spread in the tradepapers that spells S.R.O. to exhibitors....Okay, Mr. Silverstone....Note to all offices....when you advertise the Silly Symphonies emphasize they are in color....Cuba comes through with a couple of photos of swell lobby displays on "Around the World in 80 Minutes"....Okay, Mr. Weiner....Cristobal continues to turn out an exhibitor's news bulletin with mimeographed art work that is chock-full of selling appeal....Okay, Mr. Gould....Continental European offices are flooding newspapers, fan magazines and tradepapers with U.A. material and getting wonderful coverage....Okay, Mr. Smith....Barcelona first office to send in clippings of the famous Mickey Mouse story in McCall's magazine....Several Spanish newspapers and magazines reprinted the whole story....Okay, Mr. Gurt....London turns out 40-page press book on Mickey Mouse and Home Office domestic publicity department admits it is 100 per cent better than the one they turned out for United States....Okay, Robb Lawson....India's exhibitor's bulletin loaded with interesting information of U.A. pictures and personalities, strong selling copy and arresting mimeographed art layouts....Okay, Mr. O'Connor....Rio de Janeiro trying to promote a Mickey Mouse cartoon school....something brand new in Mickey Mouse exploitation....Okay, Mr. Baez...."Scarface" gets double-page pictorial spread in rotogravure sections of Sunday newspapers in China....Okay, Mr. Krisel....and that isn't all....But we are signing off now till next issue....Merry Christmas....and Happy New Year.

MORE TRUTH THAN POETRY!

"Ef you want something, and just dead-set
A-pleading 'fer it with both eyes wet,
An' tears wont bring it, w'y - just try sweat
As my uncle ust ter say".

---James Whitcomb Riley

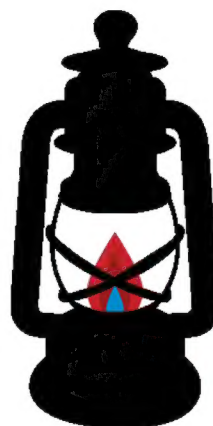
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